Create a poster

Tips for creating a poster campaign

It's important that all young people understand what the Children's code is and why it's relevant to them.

We would like you to work in pairs to create an informative poster as part of a campaign to make young people aged 11 to 16 aware of the Children's code.

Your poster should explain what the Children's Code is and why it is important in an engaging way so that it is easy to understand.

1. Consider your audience

- Think about who your target audience is. What are their interests?
- Every day, young people are exposed to multiple adverts and other content. What would make your poster stand out to the target audience?
- Think about the age of your audience, and how you can make your poster easy to understand.

2. Find visual references

- In your pairs or groups, do some research and find examples of adverts, or other types of content, that catch your eye. What makes them attention-grabbing?
- Can you find examples of informative posters around your school - what makes them effective?

3. Decide on your key messaging

- In your pairs or groups, decide on the key points that you want to get across in your poster.
- You could do some research to find out more about the Children's code, or use the Children's code summary sheet.
- Include where people can go for more information.

4. Be creative

- Think about how the use of colour, design, graphics, diagrams or photos could enhance the look and feel of your poster.
- Keep all text clear and to the point.
- Make important information stand out so that it can be read from a distance.
- Use bullet points and headings to break up text.
- Use colour and design features to liven it up.
- Keep the title short and snappy!
- Play around with different layouts before settling on your final idea.

5. Quality assure

- Don't forget to ask someone to proofread your work. Double check your facts, figures, spelling, punctuation and terminology.